

## **MEDIA RELEASE**

### **92.7 BIG FM CELEBRATES THE SPIRIT OF NAVRATRI ACROSS INDIA ENSURES THE BEST ENTERTAINMENT MIX THROUGH TIE UPS WITH TEMPLES LIKE MATA VAISHNO DEVI AND MATA MANSA DEVI**

#### **ENTERTAINMENT WILL ALSO FEATURE LEADING CELEBRITIES, DANCE AND ENTERTAINMENT TROUPES AND CONNOISSEURS OF FASHION AND FOOD INDUSTRY**

**Mumbai, October 12, 2012:** The majestic celebration of Navratri that takes place over nine-nights and concludes with Dussehra, is regarded as one of India's most popular and widely celebrated festivals, and, **92.7 BIG FM**, India's No. 1 FM radio network announces a unique campaign that involves a range of meticulously planned **festive activities in eight states of the country** to make the celebrations bigger and grander. The Navratri festivities will see a holistic on-air and off-air campaign across the states of Maharashtra, Gujarat, West Bengal, Rajasthan, New Delhi, Punjab, Tamil Nadu, and Andhra Pradesh involve tie-ups with temples and places of worship across different cities apart from associations with leading celebrities, dance and entertainment troupes, and connoisseurs of fashion and food. Exciting gift vouchers will be given out to the public during the celebrations. The special programming kicks off on **October 15, 2012** and will air until the end of the festival...

In **Mumbai**, the network is entering into tie-ups with temples apart from celebration tie-ups with associations that include *Mangal Entertainment Garba*, *Aa Nachle*, and *VGeneration Ghatkopar*. Celebrities such as *Falguni Pathak*, *Dino Morea* and others as well as city-based experts in the areas of fashion, food, and health & wellness will grace the celebrations with their presence. Restaurant vouchers and concert tickets will be given out.

In **Delhi**, 92.7 BIG FM has initiated tie-ups with prominent '*Devi*' temples spread across the city. In a culturally diverse city like Delhi, Navratri festivities from different sections and communities, be it the traditional Durga Puja from pandals in the Bengali-majority C.R park area or the energetic celebrations from the Punjabi neighbourhood of West Delhi, will be captured and aired to the listeners. Apart from this the station will also run exciting contests and give away special *navratri thali* food vouchers.

In **Gujarat**, where Navratri holds special significance, 92.7 BIG FM is initiating tie-ups with 9 temples across the cities of *Rajkot*, *Surat* and *Baroda*. Top pandals such as *Raguvanshi*, *Club 1*, *Radha Meera*, and *Surabhi* in Rajkot, *Kelavani Mandal*, and *7 Star family Remix Navratri* in Surat, apart from celebrity and expert tie-ups have been initiated. For the 3<sup>rd</sup> year in a row, the Baroda station has tied up with the *United Way of Baroda* which is has registered their name in the Guinness Book of Records for the 'Biggest Garba Pandal in the World', visited by over 11.25 lakh people last year and this year only growing in number. 927 passes will also stand to be won.

Apart from temple tie-ups, in **West Bengal**, the radio network has entered into partnerships with 17 puja groups. Singers and celebrities *Babul Supriyo*, *Dev*, *Abhijeet*, *Khawaraj Mukherjee*, *Shubhomita* and *Koel Malik* will attend celebrations and come on air. Gifts such as music CDs, and restaurant and shopping vouchers will be given out. 20 lucky listeners will get an opportunity to get on to a bus and dine at one of Kolkata's heritage pandals.

In **Rajasthan**, 92.7 BIG FM has entered into partnerships with 10 temples across the cities of Jodhpur, Udaipur, Bikaner, and Ajmer. In Jodhpur, the station is celebrating Navratri with the '*BIG DANDIYA RAAS*' one of the biggest celebration of Jodhpur organizing by 92.7 BIG FM which will see Mauli Dave getting audiences to groove to the beats of her music and dance. The Kota Station is the official radio partner for the biggest Dandiya show of the city '*KJC DANDIYA 2012*', where *Meghna Naidu* will enthral audiences. *Yatharth Gita* books and CDs, *Bikaram Chandmal* food packages, restaurant vouchers and Dandiya passes stand to be won by listeners.

In **Andhra Pradesh**, the radio station has initiated tie-ups with 9 temples across the 9-day festival. Apart from this, a special tie up with the famous Namdari Dandiya to give away passes to listeners as RJs will capture the live experience of Dandiya from key associations like Brindavan Dandiya Utsav,

Bengali Dandiya Utsav and Residential Communities. Experts and musicians will be heard on air, sharing their music and views on the festival, across the pegs of food, fashion and shopping.

There will be tie-ups with temples *Kalka* and *Gauri Shankar Mandir* in **New Delhi** and with *Mata Vaishno Devi* and *Mata Mansa Devi* temples in **Punjab** apart from the celebrations and gifts.

Commenting on this initiative, **Manav Dhanda, Network Programming Head, 92.7 BIG FM** said, "Navratri is one of the most celebrated and popular festivals in India. We have always ensured entertainment provided is of the best quality, clutter breaking and innovative, while also meeting the entertainment tastes and preferences of listeners. Our entertainment this year, works on the pegs of religion, food and dance and of course celebrities, to ensure we deliver an absolute entertainment package from credible sources. We look forward to offering unparalleled value to our listeners and marketers alike."

About Reliance Broadcast Network Ltd.

**Reliance Broadcast Network Limited** is a multi-media entertainment conglomerate with play across radio, television, intellectual properties, television production and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses the following verticals: **92.7 BIG FM** – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; **BIG CBS Networks** – A joint venture with CBS Studios International offering 3 English Entertainment Channels - Prime, Love, Spark and a regional general entertainment Channel for the PCHP region - Spark Punjabi; **BIG MAGIC** – a regional general entertainment channel for the Hindi heartland; **BIG PRODUCTIONS** – the television content production division, catering to the creative needs of the Indian television landscape and **BIG STREET** – which acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg UTV, India's premier business news channel as part of its television bouquet. For more information log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)

**For further Information:**

Ruchi Malviya | Mobile: +91-9769869935 | E-mail ID: [ruchi@zzebra.net](mailto:ruchi@zzebra.net)